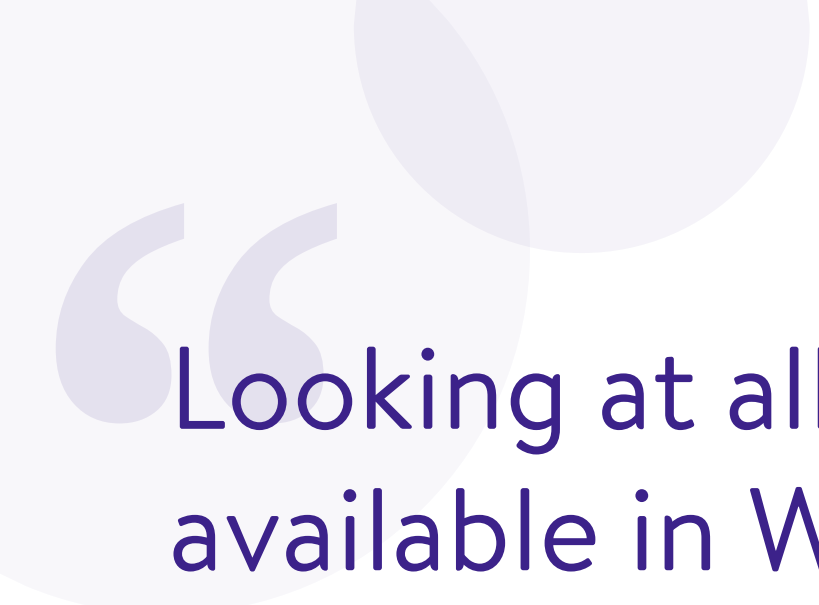


# Walmart Luminate Case Study:

Pulmuone: Leveraging Walmart Luminate Charter  
for Joint Business Planning



*Pulmuone*



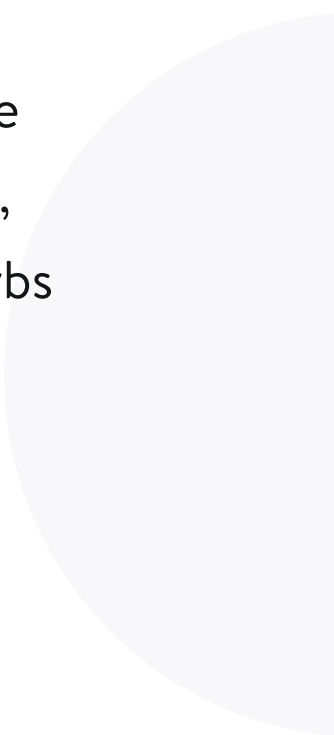
“Looking at all the data  
available in Walmart  
Luminate gives you a great  
view into where issues  
could be.

**Todd Marshall**

Director of Sales,  
Pulmuone Foods USA

**Ryan Haley**

Sr. Merchant, Value  
Added Vegetables,  
Mushrooms and Herbs  
Walmart





# Walmart Luminate Case Study: Pulmuone

The opportunity: Gain deeper understanding

Pulmuone, a maker of natural foods like tofu and dairy- and meat-free alternatives, wanted to identify their Walmart customers and dig into their shopping behaviors.

They worked side by side with their Merchant to utilize the full suite of **Walmart Luminate Charter** products to gain new insights.



# Walmart Luminate Case Study: Pulmuone

The opportunity: Actionable answers

## Pulmuone set out to answer these top-tier questions:

- Who are the customers shopping in the vegetarian section in Walmart's produce category?
- How do these customers interact with the category and the rest of the store?
- Are there differences between category customers in-store vs. OPD?
- Where else are these customers shopping and why?
- How do we provide better solutions and better meet these customer's needs?



# Walmart Luminate Case Study: Pulmuone

The approach: Determine who, why, and where

Pulmuone reached across all Walmart Luminate products to gather the data and insights they were after



## Walmart Luminate Shopper Behavior

Performance in  
Detail report

Basket report

Cross Shop report



## Walmart Luminate Customer Perception

Identify leakage to other  
retailers/gaps in  
assortment

Deepen understanding  
of why customers  
shop the category



## Walmart Luminate Channel Performance

Overall sales to  
measure vs. ROM

OPD sales/penetration

First-time and  
nil pick rates





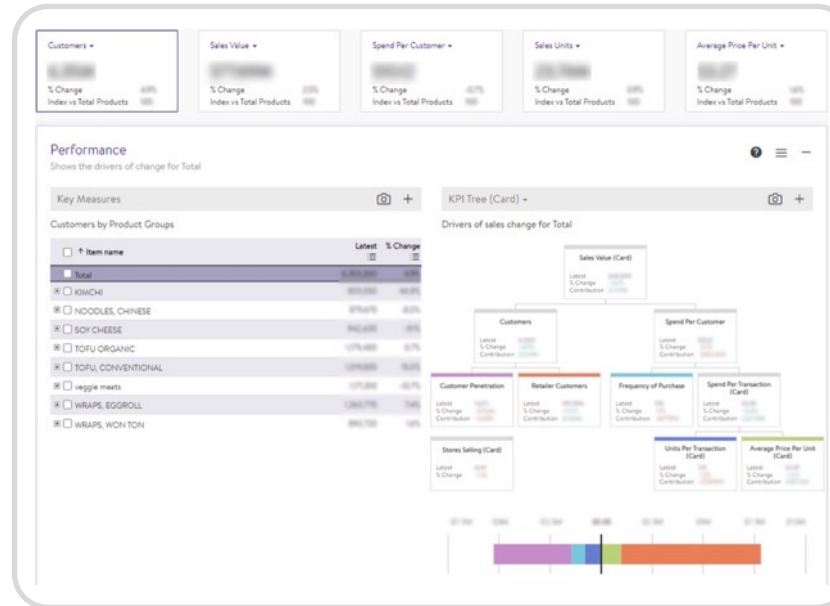
# Walmart Luminate Case Study: Pulmuone

## The approach: The Shopper Behavior Performance in Detail report

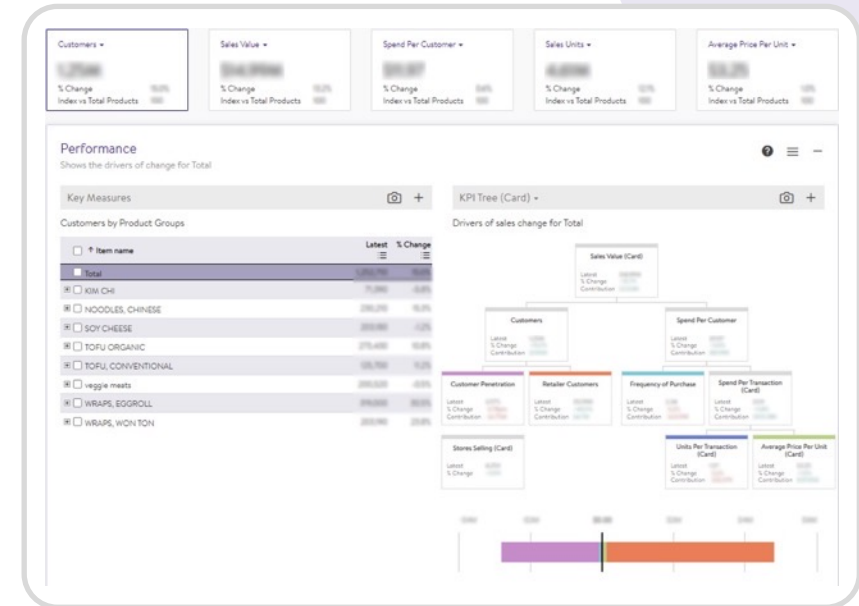
Pulmuone learned the penetration rate for the produce category was 2X for OPD vs in-store.

They also discovered category customers at Walmart skew to mid-range and up-market in price sensitivity.

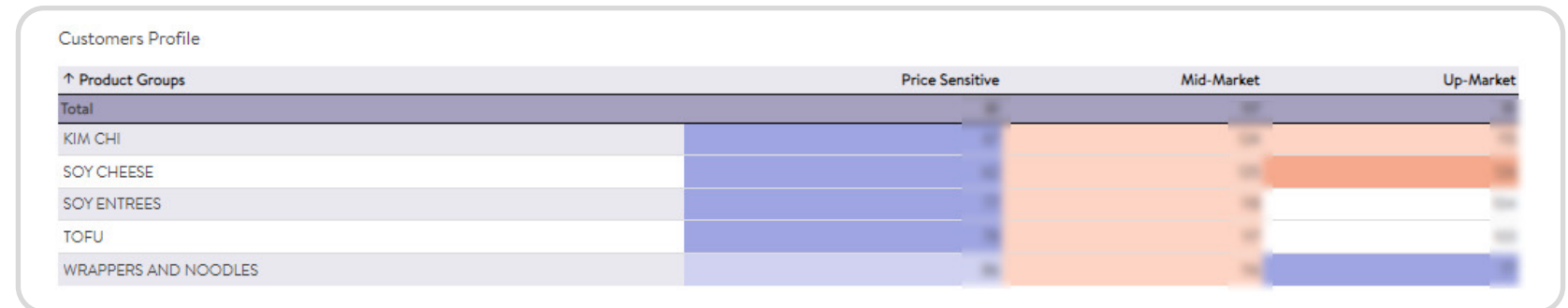
### In-store



### OPD



### Customer Profile by Price Sensitivity



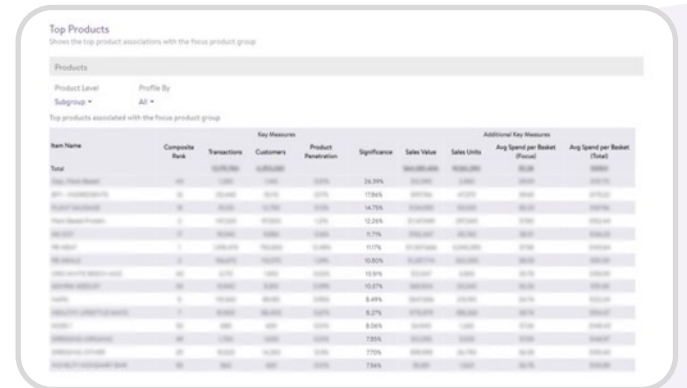
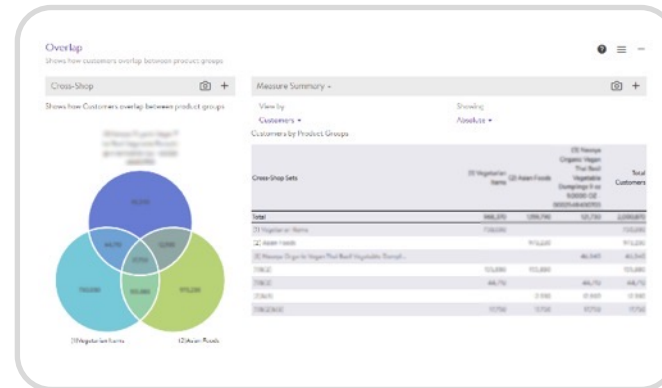
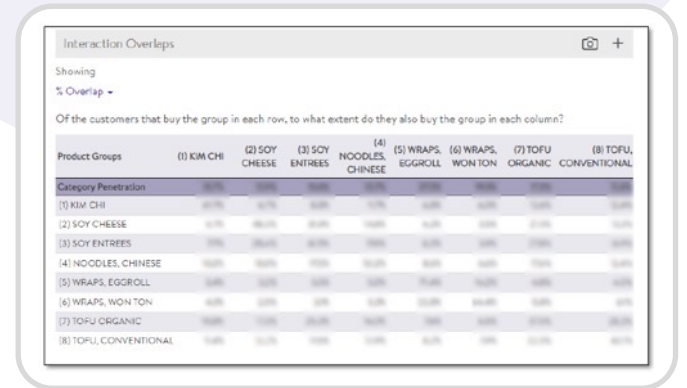
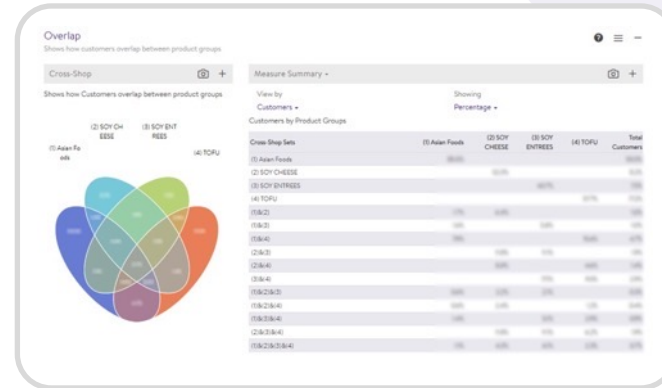
# Walmart Luminate Case Study: Pulmuone

## The approach: The Shopper Behavior Cross Shop and Basket reports

The Cross Shop report revealed two distinct groups of shoppers in the category—plant based and Asian foods. Basket reports for these two subcategories reinforced that there were two distinct baskets—for items inside and across the store.

### Other key takeaways:

- The Cross Shop report also showed more customers in Asian foods than plant based, though spend in plant based was nearly triple that of Asian foods.
- These category customers have a significantly higher basket size than the average customer—over \$100.



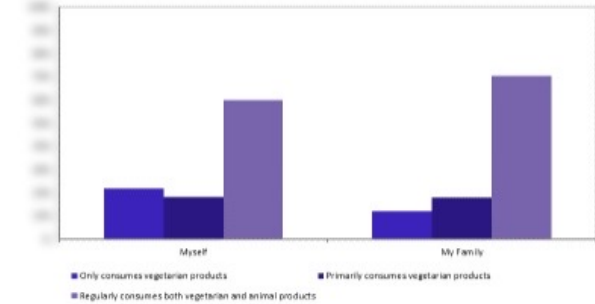
# Walmart Luminate Case Study: Pulmuone

## The approach: Customer Perception

The two newly identified groups of shoppers were both surveyed. Some key takeaways:

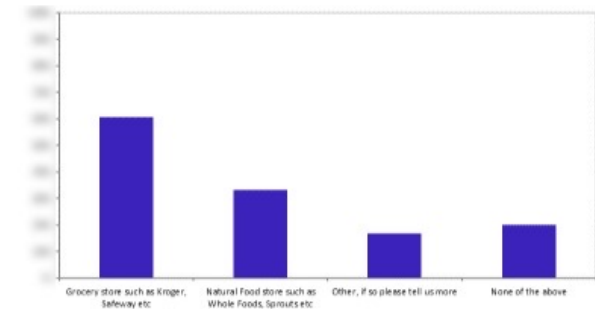
- **Over 70%** of households purchasing plant-based products regularly consume both vegetarian and animal products; less than **12%** were plant-based only
- **60%** of plant-based households shop at other grocery stores
- **Almost 90%** of plant-based customers purchase dairy at Walmart while less than **46%** shop the meat department
- **55%** of Asian food customers also purchase takeout from Asian restaurants for their families

Q2 Which statement below best fits you/your family's consumption of vegetarian foods (such as plant based proteins, non-dairy cheeses etc. excluding produce)?



Question Type: Matrix  
N=411

Q3 Where other than Walmart do you purchase vegetarian foods such as plant based proteins, non-dairy cheeses etc?



Question Type: Multi Selection  
N=411



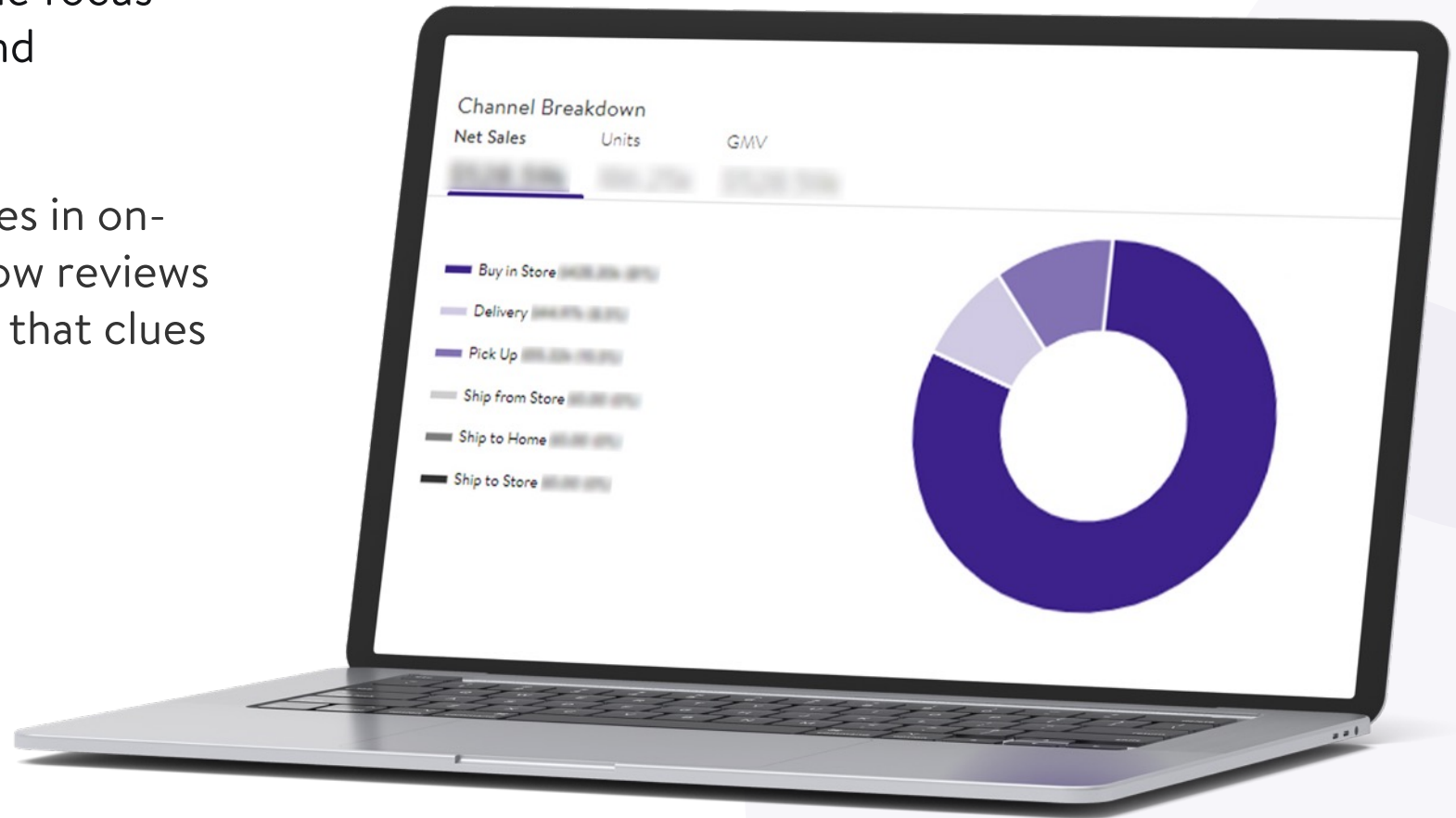


# Walmart Luminate Case Study: Pulmuone

## The approach: Channel Performance

In addition to accessing core sales metrics, **Channel Performance** helped Pulmuone focus on OPD volume overall and by item, and examine pick rates.

The data revealed in-stock discrepancies in on-hand vs on-shelf visibility. Pulmuone now reviews pick rates on a monthly basis with data that clues them into what could be going on.



# Walmart Luminate Case Study: Pulmuone

The results: The insights reaped from Walmart Luminate enabled Pulmuone and their Merchant to review in-depth customer-centric findings and ask better questions around category direction

How do we close the gap in category penetration vs ROM?

- What segments of the assortment are underrepresented in the category?
- Why are 60% of customers also shopping the category elsewhere?

What are the opportunities for the category in OPD?

- How do we increase awareness?
- How do we focus on pick rates in addition to in-stock levels?

How do we collaboratively take advantage of the higher customer count for Asian products within the category?

- What are they buying in the rest of the store?
- What are they buying in other stores/channels?

Where are the growth opportunities and what segments are stable or down overall?





# Walmart Luminate Case Study: Pulmuone

The results: Transform insights into direction and action

Pulmuone is working with their buying team to share the insights gained from Walmart Luminate across other categories and is eyeing their next steps towards strategic growth.



Focus future Line Reviews to address gaps in assortment that most significantly impact category penetration vs. ROM



Increase Walmart Connect activities to target items with current high OPD penetration rates and newer items with below-average OPD penetration



Work with their Merchant to identify opportunities for innovation and new items within the category



Gain deeper understanding of how the two customer groups (plant based and Asian foods) interact to maximize volume opportunities



Walmart Luminate gave us  
opportunities to drive  
innovation now.

**Todd Marshall**

Director of Sales,  
Pulmuone Foods USA

**Ryan Haley**

Sr. Merchant, Value  
Added Vegetables,  
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Walmart